

Help us help kids

Kiwanis International <communications@kiwanis.org>

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To: Steven Hadt <shadt@kiwanis.org>



October 29, 2020



GETTING TO KNOW YOU

Welcome to Buzz Builder! As the public relations coordinator for your district, you're here to tell the Kiwanis story about the good work our clubs do for communities.

Please [complete this survey](#) to give us a better idea of who you are and what you do best. We'll share the results in next month's email. As we move through the year, we'll ask you to share best practices and ideas on your area of expertise. If you have questions or concerns, please reach out via pr@kiwanis.org.

[START SURVEY](#)

PAUSING COMMUNICATIONS

Many of you receive KI Update, our bimonthly email to all Kiwanis members with news, resources, inspiring stories and more. We wanted to let you know that we will not publish the edition scheduled for Tuesday, Nov. 3, due to the U.S. presidential and other elections. In planning for that edition, we determined that our content would get lost in election news.

We're not alone: [PR Daily](#) has a blog about why election coverage can and will bump other news.

[LEARN MORE](#)

KEEP KIWANIS INFORMED

If your district prepares an email, please add us to the mailing list. Send your emails to pr@kiwanis.org.

SOCIALLY DISTANT PROJECT

The Kiwanis Club of Indianapolis shared a project that any club, anywhere, can do. For several years the club has partnered with a shelter in downtown Indianapolis to provide residents with essential items. Due to the pandemic, the club has asked its members to order supplies directly from Amazon for delivery to the shelter. The club sent members an email with a list of needed items — and suggested ordering through Amazon, using its Amazon Smile program to support their club's foundation. (Amazon Smile Foundation donates 0.5% of the purchase price of eligible items to the charitable organization of your choice, at no cost.) The email included details for shipping to the shelter. Other [club meeting and fundraising ideas](#) can be found on the Kiwanis website.

[LEARN MORE](#)



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[LEARN MORE](#)

SHARE YOUR STORY

Kiwanis members elected to office for 2020-21 assumed those positions earlier this month, but it’s not too late to share the news with the media. The [Kiwanis Club of Pratt](#), Kansas, shared a story with the local newspaper about the officers’ installation. They included a quote from the new president, who learned about Kiwanis when his son was recognized in a Terrific Kids presentation. In Ontario, Canada, the [Kiwanis Club of Pembroke](#) shared the news of its new president, other officers, award

recipients and new members. Not sure where to begin? Use our templated media releases to get started!

[GET STARTED](#)

RESOURCES TO HELP YOUR CLUB

Kiwanis has prepared a wealth of tools to help you and your club leave a positive mark in your community and the world. Check out these links for ideas, resources and help:

- **Coronavirus.** Stay connected and do good work in your community in the age of COVID-19. Get [resources, advice and examples](#) of how to hold Kiwanis meetings and events while maintaining the health and safety of everyone involved.
- **Education.** It's never too late to learn. Get an introduction to club and district operations along with other helpful resources. You can [access the information 24 hours a day](#), seven days a week along with [recordings](#) of this year's Club Leadership Education training.
- **Achieving Club Excellence.** Strengthen your club by utilizing the [Achieving Club Excellence toolkit](#), which includes resources to analyze your club and plan for future community impact.
- **Kids need Kiwanis.** Browse [kiwanis.org/brand](https://www.kiwanis.org/brand) to find social media graphics, TV and radio commercials, print ads and billboard samples you can use locally to raise awareness of your club.
- **Templates.** Use templates to create [brochures](#) for your club or send [news releases](#) to the local media about your great service projects.

[LEARN MORE](#)

EXPERT ADVICE

The content we read now has changed dramatically from content we read and shared pre-COVID. Our public relations tactics have changed too. Here are some tips on how to adapt your story pitches — and how to make your content stand out in a crowd.

[READ MORE](#)

ENJOYING BUZZ BUILDER?

Buzz Builder is an email newsletter sent to district PR coordinators, club public relations chairs, Kiwanis leadership and members who have opted in. This email focuses on ways your club can increase awareness, shares best practices in public and media relations and promotes upcoming Kiwanis events and partners. If you do not wish to receive this mailing, [update your newsletter subscriptions](#).

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